REMARKS

Claims 1-20 are in the application.

Claims 1-2, 6-7, and 9-14 are amended.

Claims 15-20 are new.

Claims 1 and 2 are amended to correct formal errors, and to better correspond to preferred U.S. Patent practice, including providing proper antecedent basis for claim terms.

Claims 1, 3, and 4 are rejected as being anticipated (35 U.S.C. § 102(e)) by Van Ryzin et al. Van Ryzin et al. is prototypical of a media player system which provides for user-defined play lists, as well as direct access to media.

In fact, Van Ryzin et al. do not teach or suggest a caching scheme to reduce delay, and therefore the present claims are completely distinguished.

Claim 2 is rejected as being anticipated (35 U.S.C. § 102(e)) by Katinsky et al. Katinsky et al. is prototypical of a streaming media player system which provides for access to remote media within the context of a browser.

Katinsky et al. do not teach or suggest the buffering (caching or prequeuing) of more than a single media stream, and indeed buffers the stream _after_ selection:

> As shown in FIG. 14, when a user plays a media object from the play list 50, e.g., by pressing play button 85 (step 1400), a JavaScript function is triggered which generates a user interface command that is sent to the media player object 1036. In response, the media player object 1036 signals the appropriate media server 1025, which retrieves a media stream from the source specified in the media icon record (step 1402). Rotation of the default banner stops (step 1404), and the sponsor's URL is retrieved from the sequencer DSO (step 1406). In addition, the specific banner associated with the media object, e.g., a sponsor banner or a source banner, is displayed in the site-driven area 18 (step 1410). **Once the object player begins buffering the media stream**, the media type and image size are determined from the media icon data source object (step 1412). If the media object image size is greater than the image display window default size, then the user is asked if he or she wishes to expand the image display (step 1414). If the user agrees, or if the image size is smaller than the image display window default size, then the image display is resized to fit the actual image size of the media object (step 1416). Otherwise, the image display is left at the image display window default size (step 1418). Next, if the image display is located at the home position (as determined in step 1420) then it is centered (step 1422). Otherwise, the image display is not moved (step 1424).
>
> **Once the object player buffers the media stream, the media object starts playing**

- 5 -

(step 1430). When this occurs, the checkbox 54 associated with the media object is unchecked by changing the corresponding check field in the sequencer DSO (step 1432). Changing the sequencer DSO causes the bound DHTML checkbox to be unchecked (step 1434). When play ends (step 1440), the sequencer finds the next checked checkbox in the play list 50 (step 1442). The media icon associated with this media object is highlighted (step 1444), the URL of the new media object is loaded (step 1446) and the new media object is played (step 1448) thereby returning to step 1402. If the sequencer cannot locate another checked checkbox in the play list 50, the object player stops (step 1450) and the site-driven area 18 returns to default banner rotation (step 1452).

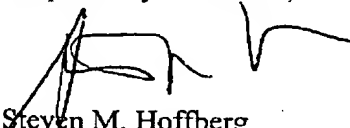Col. 12, line 59-Col. 13, line 32. (Emphasis added).

Therefore, it is clear that each media segment according to Katinsky et al. is individually buffered before after selection, and before presentation to the user, and there is no disclosure of simultaneous buffering of more than one segment, as would be the result of the method and browser according to the present invention.

Claims 15-20 are newly presented, of which claim 15 corresponds to a browser which is similar in scope and limitation to the method of claim 2.

The attention of the Examiner is respectfully drawn to WO/0193161, first published on December 6, 2001, and therefore not prior art to the present invention.

Applicants reserve their right, if necessary, to antedate the filing date of the present application to demonstrate an earlier effective date than that of the references. Such a showing is not believed required at this time, since the references are distinguished.

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- 6 -

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(54) Title: ONLINE MULTIMEDIA SYSTEM AND METHOD

(57) Abstract: A system and method for delivering a targeted advertisement, comprising means for performing the steps of classifying a consumer by assigning to the consumer a behavior classification based on a set of expressly defined set of preferences, an automatically derived set of preferences, and a prior purchasing behavior; selecting a targeted advertisement to be delivered to the consumer, based on the classification; presenting the targeted advertisement to the consumer; and monitoring an action immediately subsequent to the presentation of the targeted advertisement. According to another embodiment, a system and method are provided for delivering a streaming multimedia advertisement to a consumer, separately from streaming multimedia content, and presenting these seamlessly and without intervening delay.

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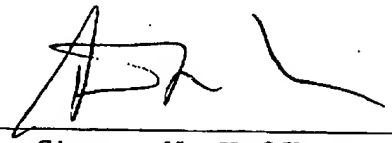
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